



PRESS RELEASE

BROKEN ARROW POLICE DEPARTMENT

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FOR IMMEDIATE RELEASE

BROKEN ARROW, OK November 12, 2003

Police Prepare for Holiday Traffic Concerns

The Broken Arrow Police Department joins thousands of law enforcement agencies across the country in reducing traffic injuries and deaths by participating in a national "Click it or Ticket" traffic safety campaign. This traffic safety initiative will be held beginning Monday, November 17th and continue through Sunday, November 30th to include the Thanksgiving Day holiday travel period.

"Traditionally the Thanksgiving Holiday period is one of the heaviest travel times for American motorists. The result is a significant increase in traffic related problems" according to traffic supervisor Sergeant Ed Ferguson. "For this reason, our agency will join many other police agencies across the country in escalating our enforcement efforts during this time period in an effort to reduce our traffic losses and make our roadways safer for holiday travelers".

During the same time period in 2002, 1,251 persons were involved in 639 crashes in the State of Oklahoma.

Ten persons died in these collisions, with 371 people being injured. To reduce these numbers, Broken Arrow Police will significantly increase our traffic enforcement efforts. These steps will include the increase in staffing of uniformed officers working traffic enforcement through grant funding from the Oklahoma Highway Safety Office, use of corridor and saturation assignments and the use of Seat Belt Enforcement Zones. *"We will implement strict enforcement of restraint laws to reduce the risk of injuries to travelers. We will also be actively watching for motorists who are committing any type of moving traffic violation,"* stated Ferguson.

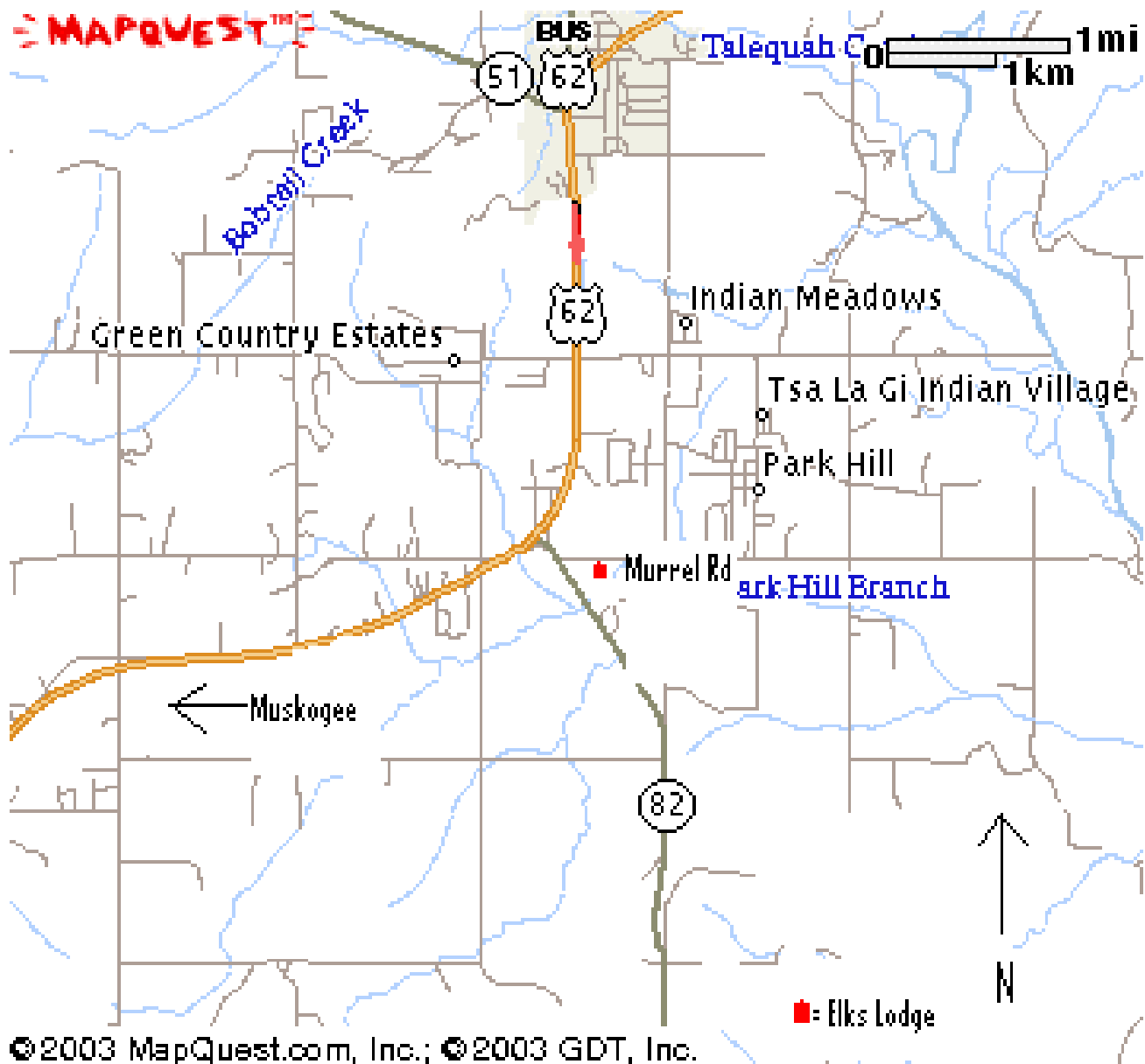
We invite our media partners to attend a regional press conference to announce this initiative. It will be held **Thursday, November 13 at 10:30 AM**. The news conference that will be conducted in the City of Tahlequah at the Elks Lodge located on Murrell Road. See attached for detailed directions. This press conference will also include the demonstration of a mock crash scenario for a media partners.

For more information, contact:

Sgt. Ed Ferguson

Supervisor, Broken Arrow Traffic Specialist Unit

(918) 259-8400



Take the Muskogee Exit on Highway 62 from the Muskogee Turnpike, towards Tahlequah. At the intersection of Highway 82 and Highway 62 (first traffic signal) turn right (south) on Highway 82. Turn left on Murrell Road and continue approx one-half mile.